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|---------------------------------|---|-------------------------------|---|
| <i>SERFF Tracking Number:</i> | <i>UNAM-125921662</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>The Pyramid Life Insurance Company</i> | <i>State Tracking Number:</i> | <i>41015</i> |
| <i>Company Tracking Number:</i> | <i>PYT65LTR1108</i> | | |
| <i>TOI:</i> | <i>MS06 Medicare Supplement - Other</i> | <i>Sub-TOI:</i> | <i>MS06.000 Medicare Supplement - Other</i> |
| <i>Product Name:</i> | <i>T65 Letter 1108</i> | | |
| <i>Project Name/Number:</i> | <i>/</i> | | |

Filing at a Glance

Company: The Pyramid Life Insurance Company

Product Name: T65 Letter 1108

SERFF Tr Num: UNAM-125921662 State: ArkansasLH

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed

State Tr Num: 41015

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: PYT65LTR1108

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Author: Holly Parenti

Disposition Date: 12/11/2008

Date Submitted: 12/04/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Pending

Project Number:

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type:

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 12/11/2008

State Status Changed: 12/11/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Re: The Pyramid Life Insurance Company NAIC# 68284

Advertising Submission- Medicare Supplement Insurance
Form(s)

PYT65LTR1108 Insurance Pre-Approach Letter

PYBELT65LTR1108 Insurance Pre-Approach Letter

| | | | |
|--------------------------|------------------------------------|------------------------|--------------------------------------|
| SERFF Tracking Number: | UNAM-125921662 | State: | Arkansas |
| Filing Company: | The Pyramid Life Insurance Company | State Tracking Number: | 41015 |
| Company Tracking Number: | PYT65LTR1108 | | |
| TOI: | MS06 Medicare Supplement - Other | Sub-TOI: | MS06.000 Medicare Supplement - Other |
| Product Name: | T65 Letter 1108 | | |
| Project Name/Number: | / | | |

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Medicare Supplement/Select, Life Insurance, Senior Dental Insurance forms approved by your state.

We certify that these forms comply with the provisions of 19xx10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Multiply Insurance Products approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

| | |
|--------------------------|------------------------|
| Holly Parenti, | hparenti@uafc.com |
| P.O. Box 958465 | (407) 628-1776 [Phone] |
| Lake Mary, FL 32795-8465 | |

Filing Company Information

| | | |
|------------------------------------|-------------------------|---------------------------|
| The Pyramid Life Insurance Company | CoCode: 68284 | State of Domicile: Kansas |
| 1001 Heathrow Park Lane | Group Code: 953 | Company Type: |
| Suite 5001 | | |
| Lake Mary, FL 32746 | Group Name: | State ID Number: |
| (407) 995-8000 ext. [Phone] | FEIN Number: 48-0557726 | |

Filing Fees

| | |
|------------------|-------------------------|
| Fee Required? | Yes |
| Fee Amount: | \$50.00 |
| Retaliatory? | No |
| Fee Explanation: | \$25.00 per ad - x2 ads |

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| <i>Project Name/Number:</i> | <i>/</i> | | |
| Per Company: | No | | |

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| <i>Product Name:</i> | <i>T65 Letter 1108</i> | | |
| <i>Project Name/Number:</i> | <i>/</i> | | |

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|------------------------------------|---------|----------------|---------------|
| The Pyramid Life Insurance Company | \$50.00 | 12/04/2008 | 24322516 |

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| <i>Product Name:</i> | <i>T65 Letter 1108</i> | | |
| <i>Project Name/Number:</i> | <i>/</i> | | |

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|---------------|-------------------|-------------------|-----------------------|
| Filed | Stephanie Fowler | 12/11/2008 | 12/11/2008 |

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Disposition

Disposition Date: 12/11/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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| Item Type | Item Name | Item Status | Public Access |
|------------------|---------------------|--------------------|----------------------|
| Form | Pre-Approach Letter | Filed | Yes |
| Form | Pre-Approach Letter | Filed | Yes |

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|--------------------------|------------------------------------|------------------------|--------------------------------------|
| SERFF Tracking Number: | UNAM-125921662 | State: | Arkansas |
| Filing Company: | The Pyramid Life Insurance Company | State Tracking Number: | 41015 |
| Company Tracking Number: | PYT65LTR1108 | | |
| TOI: | MS06 Medicare Supplement - Other | Sub-TOI: | MS06.000 Medicare Supplement - Other |
| Product Name: | T65 Letter 1108 | | |
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Form Schedule

Lead Form Number: PYT65LTR1108

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|-----------------|-------------|---------------------|---------|----------------------|-------------|---------------------|
| Filed | PYT65LTR1108 | Advertising | Pre-Approach Letter | Initial | | | PYT65LTR1108.pdf |
| Filed | PYBELT65LTR1108 | Advertising | Pre-Approach Letter | Initial | | | PYBELT65LTR1108.pdf |



Dear <Name>,

Let me be the first to wish you a Happy Early 65th Birthday!

I hope your upcoming birthday will be one of the most exciting birthdays you will ever have. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

Pyramid Life Insurance Company specializes in the needs of seniors, helping them to understand the changes in Medicare and what options they have to deal with each and every year. Pyramid Life's portfolio of insurance products provides a full array of senior market products offering security and freedom to you and your family. Our products include*:

- Medicare Supplement/Select Insurance
- Life Insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

I invite you to find out for yourself what your options are by phone or a personal meeting with me to get real answers to what you may qualify for. I will contact you soon to see if we can be of any assistance to you and again have a **Happy Birthday!**

My Sincere Thanks,

<Agent Name>

<Agent Phone Number>

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement M40, Medicare Select M60, Life Insurance PY-LDBWL09, PY-GDBWL09, Dental Insurance PYDEN03, Cancer G39 or G68.

*Product availability varies by state.

**Available through strategic market alliance.

PYT65LTR1108



Dear <name>,

Happy Belated 65th Birthday!

I hope your recent birthday was one of the most exciting birthdays you have ever had. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

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<Agent Name>

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Rate Information

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